

## ORDER



A GANNETT COMPANY

<b>Orders</b>	<b>Order / Rev:</b>	<b>711131</b>
	Alt Order #:	06302685
	Product Desc:	AMERS FOR PROSPERITY
	Estimate:	410
	Flight Dates:	09/04/12 - 09/10/12
	Original Date / Rev:	08/31/12 / 08/31/12
	Order Type:	Political

	<b>WFMY-TV</b>
Primary AE:	Nick Welte
Sales Office:	T-PHI
Sales Region:	NAT

Agency	Name:	<u>Mentzer Media Services/ POL</u>
	Buying Contact:	<u></u>
	Billing Contact:	<u></u>
		<u>600 Fairmount Ave. Suite 306</u>
		Towson, MD 21286

Billing Type:	Cash
Billing Calendar:	Broadcast
Billing Cycle:	EOM/EOC
Agency Commission:	15%

Advertiser	Name:	Americans For Prosperity
	Demographic:	A50+
	Product Codes:	IS-Candidate/Presidential,IS-Candidate/
	Priority:	P-5
	Revenue Codes:	AGY, GEN, POL

New Business Thru:	
Order Separation:	00:15:00
Advertiser External ID:	
Agency External ID:	

## Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
08/27/12	09/10/12	54	\$103,190.00	\$87,711.50

**Totals**

Month	# Spots	Gross Amount	Net Amount	Rating
September 2012	54	\$103,190.00	\$87,711.50	0.00
<b>Totals</b>	<b>54</b>	<b>\$103,190.00</b>	<b>\$87,711.50</b>	<b>0.00</b>

## Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Nick Welte			Start Of Order - End Of Order	100%

## Order Share

Order Share	Share	Total
WFMY-TV	41%	\$103,190.00
Market	100%	\$251,682.93

## Competitive Share

Competitive Share	Share	Total
CABLE	0%	\$0.00
UNKWN	0%	\$0.00
WGHP	22%	\$55,370.24
WGPX	0%	\$0.00
WLXI	0%	\$0.00
WTWB	0%	\$0.00
WUNL	0%	\$0.00
WUPN	0%	\$0.00
WXII	32%	\$80,538.54
WXLV	5%	\$12,584.15

[illegible]

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 Alt Order #: 06302685  
 Flight Dates: 09/04/12 - 09/10/12

Advertiser: Americans For Prosperity  
 Product Desc: AMERS FOR PROSPERITY  
 Estimate: 410  
**WFMY-TV**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 2	WFMY	09/04/12	09/07/12	CBS This Morning CBS This Morning	CM	8-10a	- TWTF - -	1:00	8	\$350.00	P-1	0.00	NM	8	\$2,800.00
2X MAX/DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/03/12	09/09/12	- TWTF - -					8	\$350.00		0.00			
E 3	WFMY	09/04/12	09/07/12	Price Is Right Price Is Right	CM	11a-12p	- TW- F - -	1:00	3	\$600.00	P-2	0.00	NM	3	\$1,800.00
1X MAX/DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/03/12	09/09/12	- TW- F - -					3	\$600.00		0.00			
E 4	WFMY	09/05/12	09/07/12	News2 at Noon News2 at Noon	CM	12-1230p	- - WTF - -	1:00	3	\$550.00	P-2	0.00	NM	3	\$1,650.00
1X MAX/DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/03/12	09/09/12	- - WTF - -					3	\$550.00		0.00			
E 5	WFMY	09/04/12	09/06/12	News 2 at 5 News 2 at 5	CM	5-530p	- TWT - - -	1:00	3	\$1,600.00	P-1	0.00	NM	3	\$4,800.00
1X MAX/DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/03/12	09/09/12	- TWT - - -					3	\$1,600.00		0.00			
E 6	WFMY	09/04/12	09/07/12	News 2 at 6 News 2 at 6	CM	6-630p	- TW- F - -	1:00	3	\$2,800.00	P-1	0.00	NM	3	\$8,400.00
1X MAX/DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/03/12	09/09/12	- TW- F - -					3	\$2,800.00		0.00			
E 7	WFMY	09/04/12	09/07/12	PA (M-F) PA (M-F)	CM	7-8p	- TWTF - -	1:00	8	\$3,000.00	P-1	0.00	NM	8	\$24,000.00
2X MAX/DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/03/12	09/09/12	- TWTF - -					8	\$3,000.00		0.00			
E 8	WFMY	09/04/12	09/09/12	News 2 at 11 News 2 at 11	CM	11-1135p	- TWT - - S	1:00	4	\$2,500.00	P-1	0.00	NM	4	\$10,000.00
1X MAX/DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/03/12	09/09/12	- TWT - - S					4	\$2,500.00		0.00			
E 9	WFMY	09/04/12	09/04/12	Tue Prime A NCIS	CM	8-9p	- T - - - -	1:00	1	\$8,000.00	P-1	0.00	NM	1	\$8,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/03/12	09/09/12	- T - - - -					1	\$8,000.00		0.00			
E 10	WFMY	09/04/12	09/04/12	Tue Prime B NCIS: Los Angeles	CM	9-10p	- T - - - -	1:00	1	\$7,000.00	P-1	0.00	NM	1	\$7,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/03/12	09/09/12	- T - - - -					1	\$7,000.00		0.00			
E 11	WFMY	09/04/12	09/04/12	Prime Political Program Democratic Conventio	CM	Tu-Thu 10-11p	- T - - - -	1:00	1	\$1,750.00	P-3	0.00	NM	1	\$1,750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/03/12	09/09/12	- T - - - -					1	\$1,750.00		0.00			
E 13	WFMY	09/05/12	09/05/12	Prime Political Program Democratic Conventio	CM	Tu-Thu 10-11p	- - W - - -	1:00	1	\$4,000.00	P-2	0.00	NM	1	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/03/12	09/09/12	- - W - - -					1	\$4,000.00		0.00			
E 14	WFMY	09/06/12	09/06/12	Prime Political Program Democratic Conventio	CM	Tu-Thu 10-11p	- - - T - -	1:00	1	\$4,000.00	P-2	0.00	NM	1	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/03/12	09/09/12	- - - T - -					1	\$4,000.00		0.00			
E 16	WFMY	09/07/12	09/07/12	Fri Prime C Blue Bloods	CM	10-11p	- - - - F - -	1:00	1	\$3,690.00	P-1	0.00	NM	1	\$3,690.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/03/12	09/09/12	- - - - F - -					1	\$3,690.00		0.00			
E 17	WFMY	09/08/12	09/08/12		CM	6-9a	- - - - - S -	1:00	2	\$500.00	P-2	0.00	NM	2	\$1,000.00

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 Product Desc: AMERS FOR PROSPERITY  
 Estimate: 410

WFMY-TV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				Good Morning Show Satu											
				Good Morning Show Sa											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 09/03/12		09/03/12	09/09/12	-----S-					2	\$500.00		0.00			
E 18	WFMY	09/08/12	09/08/12	News 2 at 6 Saturday	CM	6-630p	-----S-	1:00	1	\$500.00	P-2	0.00	NM	1	\$500.00
				News 2 at 6 Saturday											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 09/03/12		09/03/12	09/09/12	-----S-					1	\$500.00		0.00			
E 19	WFMY	09/08/12	09/08/12	PA (Sa)	CM	7-8p	-----S-	1:00	2	\$600.00	P-1	0.00	NM	2	\$1,200.00
				PA (Sa)											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 09/03/12		09/03/12	09/09/12	-----S-					2	\$600.00		0.00			
E 20	WFMY	09/10/12	09/10/12	M-F 6-8a	CM	6-8a	M-----	1:00	2	\$700.00	P-1	0.00	NM	2	\$1,400.00
				Good Morning Show 6a											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 09/10/12		09/10/12	09/16/12	M-----					2	\$700.00		0.00			
E 21	WFMY	09/10/12	09/10/12	Price Is Right	CM	11a-12p	M-----	1:00	1	\$600.00	P-2	0.00	NM	1	\$600.00
				Price Is Right											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 09/10/12		09/10/12	09/16/12	M-----					1	\$600.00		0.00			
E 22	WFMY	09/10/12	09/10/12	News2 at Noon	CM	12-1230p	M-----	1:00	1	\$550.00	P-2	0.00	NM	1	\$550.00
				News2 at Noon											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 09/10/12		09/10/12	09/16/12	M-----					1	\$550.00		0.00			
E 23	WFMY	09/10/12	09/10/12	News 2 at 5	CM	5-530p	M-----	1:00	1	\$1,600.00	P-1	0.00	NM	1	\$1,600.00
				News 2 at 5											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 09/10/12		09/10/12	09/16/12	M-----					1	\$1,600.00		0.00			
E 24	WFMY	09/10/12	09/10/12	News 2 at 6	CM	6-630p	M-----	1:00	1	\$2,800.00	P-1	0.00	NM	1	\$2,800.00
				News 2 at 6											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 09/10/12		09/10/12	09/16/12	M-----					1	\$2,800.00		0.00			
E 25	WFMY	09/10/12	09/10/12	News 2 at 11	CM	11-1135p	M-----	1:00	1	\$2,000.00	P-1	0.00	NM	1	\$2,000.00
				News 2 at 11											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 09/10/12		09/10/12	09/16/12	M-----					1	\$2,000.00		0.00			
E 26	WFMY	09/10/12	09/10/12	Mon Prime C	CM	10-11p	M-----	1:00	1	\$8,000.00	P-1	0.00	NM	1	\$8,000.00
				Hawaii Five-0											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 09/10/12		09/10/12	09/16/12	M-----					1	\$8,000.00		0.00			
													Totals	54	\$103,190.00